

**Kathmandu --** An MTV EXIT Special, a hard-hitting USAID-financed documentary about human trafficking that serves as the cornerstone of the MTV EXIT (End Exploitation and Trafficking) campaign, was launched today.

**Sold:** An MTV EXIT Special will be aired on NTV on 14th September - 4:25 pm followed by repeat telecasts on the 15th at 11:30 am and 10:30 pm respectively. The film will also be showcased through other TV channels in Nepal at a later date.

The U.S. Agency for International Development (USAID), MTV Networks and the MTV Europe Foundation united for this project to reach an estimated 300 million households in Asia. The film is part of a larger campaign that includes film shorts, public service announcements, a website in 27 languages ([www.mtvexit.org](http://www.mtvexit.org)) and MTV events to alert people about the dangers of trafficking and to bolster NGO anti-trafficking activities.

Malvika Subba narrates the film, which focuses on the victims, traffickers and people touched by trafficking. The worldwide criminal enterprise is second only to illegal drug trade earning an estimated US\$7-\$10 billion annually.

“USAID funded this project with MTV because of the unique opportunity that MTV Networks provide to reach hundreds of millions of people in a region that accounts for many of the world’s trafficking victims,” said Beth S. Paige, Mission Director at USAID/Nepal. “Raising awareness about human trafficking will encourage communities to promote the law enforcement and victim outreach efforts that are needed to stop this form of modern-day slavery.”

MTV researched and produced *Sold* with the help of nongovernmental organizations and anti-trafficking agencies. It features the stories of real people: Pramila, a 17-year-old girl from Nepal who was trafficked to a brothel in Delhi; Afsana, a woman from Bangladesh who was forced to work as a domestic servant in Kolkatta; and Zakir, who was just 11 when he was trafficked by his aunt from Uttar Pradesh, India, to a zari factory in Mumbai.

“We are very proud to be launching the MTV EXIT Campaign in Nepal,” said Simon Goff, MTV EXIT Campaign Director. “As the *Sold* documentary shows, trafficking is a critical issue in

Nepal. We hope that this campaign provides key information for people to protect themselves as well as inspire our audience to join the fight against trafficking.”

Estimates of the number of victims of trafficking vary from hundreds of thousands to millions. The United Nations estimates that 2.5 million people are trafficked annually around the world. Of these, women and girls account for 56% of the victims in forced economic exploitation, such as domestic service, agricultural work and manufacturing. They account for 98% of the victims in forced commercial sexual exploitation.

## **Background information**

USAID, the United States Agency for International Development, is an independent U.S. government agency that receives foreign-policy guidance from the U.S. Secretary of State. Since 1961, USAID has been the principal U.S. agency extending assistance to countries worldwide recovering from disaster, trying to escape poverty, and engaging in democratic reforms. See [www.usaid.gov](http://www.usaid.gov) for more information.

The MTV EXIT initiative across Asia and the Pacific is an expansion of the successful MTV EXIT European campaign, which has been raising awareness and increasing prevention of trafficking and exploitation in Europe since 2004. Many influential artists have supported MTV EXIT's special programming and events in Europe and Asia, including Angelina Jolie, Helena Christensen, R.E.M. and Radiohead.

The Asian MTV EXIT campaign is an expansion of MTV's 2004 European campaign hosted by Angelina Jolie. All MTV EXIT television programming is produced rights-free and is available free of charge to all broadcasters and organizations.

USAID and MTV have been joined by film stars Lara Dutta in India and Lucy Liu from the U.S., pop stars Rain in South Korea and Tata Young in Thailand, and other major artists who are narrating the half-hour documentary in their native languages for broadcast in their home countries.